MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BIM1014 – INFORMATION SYSTEM AND MULTIMEDIA

(All sections / Groups)

7 MARCH 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTION TO STUDENTS

1. This question paper consists of 2 pages (including cover page) with 4 questions only.

2. Attempt ALL FOUR questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Question 1

(a) Using a business or organization that you are familiar with, analyze the organization's business model, including its customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partners, and cost structure. (15 marks)

(b) Which applications are mission-critical for an online retailer? For a bank? Justify your assessment.

(10 Marks)

Question 2

(a) Describe what enterprise systems are and how they have evolved?

(15 Marks)

(b) Analyze the supply chain of your favorite electronic gadget and compare this with the supply chain of your favorite pair of jeans. How do the supply chains differ? What are potential reasons for this? (10 Marks)

Question 3

(a) Describe the process of managing IS security.

(15 Marks)

(b) (i) What is big data? What are the defining features of big data?

(5 Marks)

(ii) What is data mining? What is the difference between data mining and data dredging? What is the goal of data mining? (5 Marks)

Question 4

(a) Discuss the enterprise architecture with suitable diagram and what is its role in an organization? (15 Marks)

(b) Discuss the five elements of multimedia with suitable example. (10 Marks)

End of Paper